Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) An ecofriendly process for acylation of an alkylated benzene derivative, ~~derivatives preferably~~ wherein the process has increased selectivity towards ~~at~~ *para* position, and wherein the ~~said~~ process ~~comprising~~ comprises the steps of:

   (a) reacting the alkylated benzene derivative ~~derivatives~~ with an acylating agent ~~such as chloride or anhydride of carboxylic acid or its homologues essentially and selectively~~ in the presence of a solvent comprising a compound selected from the group consisting of nitrobenzene, dichlorobenzene, dimethylsulfolane, and benzonitrile, ~~or mixtures thereof~~ and a crystalline alumino silicate catalyst having general formula:

   $$M_{2/n}O.Al_2O_3.x\ SiO_2.wH_2O$$

   wherein M is at least one of an alkali cation, ~~and/or~~ a rare earth cation, and a ~~or~~ proton, wherein a Si/Al ratio is in the range of 5.5 to 20, wherein a ~~and the~~ weight percentage of the at least one of the alkali and~~/or~~ lanthanide cation is in the range of 10 to 30;

   wherein the step of reacting is performed at temperature in the range of 80° to 140°C for ~~a time period in the range of~~ 5 to 25 hours;

   (b) separating the solid catalyst from the reaction mixture of step (a), and

   (c) separating the acylated alkyl benzene derivative from the mixture of step (b).

2. (Original) A process as claimed in claim 1, wherein the alkylated benzene derivative is isobutylbenzene.

3. (Original) A process as claimed in claim 1, wherein the acylated alkyl benzene derivative is isobutylacetophenone.

4. (Currently amended) A process as claimed in claim 1, wherein the acylated alkyl benzene derivative is ~~preferably~~ *p*-isobutylacetophenone.

5. (Currently amended) A process as claimed in claim 1, wherein the crystalline alumino-silicate catalyst used is selected from the group consisting of zeolite-Y and Zeolite–β.

6. (Currently amended) A process as claimed in claim 1, wherein the crystalline alumino-silicate catalyst is ~~preferably~~ modified using rare earth cations.

7. (Currently amended) A process as claimed in claim 1, wherein the crystalline alumino-silicate catalyst is modified using at least one of lanthanum ~~and/or~~ cerium in the range of 10 to 30% by weight.

8. (Currently amended) A process as claimed in claim 1, wherein the acylating agent is ~~preferably~~ acetic anhydride.

9. (Original) A process as claimed in claim 1 wherein in step (a), the alkylated benzene ~~derivatives~~ derivative is ~~are~~ reacted with acylating agent at atmospheric conditions.

10. (Currently amended) A process as claimed in claim 1 wherein in step (a), the alkylated benzene ~~derivatives~~ derivative is ~~are~~ reacted with acylating agent at temperature in the range of 100° to 140°C ~~and preferably at temperature in the range of 100° to 120°C~~.

11. (Original) A process as claimed in claim 1, wherein the solid catalyst separated in step (b) is regenerated for re-use.

12. (Original) A process as claimed in claim 1, wherein a ~~the~~ conversion weight percent of alkylated benzene derivatives is in the range of 5 to 40 %.

13. (Currently amended) A process as claimed in claim 1, wherein the ~~percentage~~ selectivity towards para position is in the range of 70 to 100%.